



City of Green Bay  
Department of Community and Economic Development

# Request for Proposals

## Adams Street Lot

## 200 Block N. Adams Street



# Redevelopment Authority of the City of Green Bay

Released May 9, 2018

Revised May 24, 2018

**Request for Proposals:  
Adams Street Parking Lot  
200 Block N. Adams Street**

**I. Introduction**

**A. Project Overview**

The Redevelopment Authority of the City of Green Bay (RDA) is seeking proposals for the purchase and redevelopment of the Adams Street Lot, located on the 200 block of North Adams Street (tax parcels 12-64, 12-65, 12-66, 12-67, 12-68, 12-71, 12-107, 12-108, 12-109, 12-110, 12-111, 12-112).

**B. Project Goals**

The property is in the core of the Downtown, surrounded by successful redevelopment projects of the recent past that have moved forward the vision of making Downtown an authentic, livable community that looks to the future and honors community identity.

The RDA's goals for this property include the following:

1. Positively utilize the site for economic growth
2. Generate tax base
3. Work with the City of Green Bay and Downtown Green Bay, Inc. to positively promote the development
4. Facilitate a development that corresponds with the City's 2014 AuthenticCity Plan while considering recent market trends

**C. Property Summary**

Location: Southern half of the 200 block of North Adams Street

Property Ownership: RDA

Parcel(s): 12-64, 12-65, 12-66, 12-67, 12-68, 12-71, 12-107, 12-108, 12-109, 12-110, 12-111, & 12-112

Site Size: 1.5 acres (63,290 square feet)

Type of Project: Preference will be given to a mixed-use development with an emphasis on housing creation. The first story must have a commercial user(s).

Land Value: \$759,480

**D. Property Background**

The site is currently used as a public surface parking lot. There is a plaza in the southwest corner, the intersection of N. Washington St. and Cherry St., which will remain in its current location. The site had previously been used as parking for the Port Plaza Mall/ Boston Store. Previous to 1982, the site was made up of several downtown commercial buildings.

**E. Environmental Condition**

The City is currently in the process of conducting a Phase I Environmental Site Assessment (ESA). If necessary, the City will also fund a Phase II ESA, additional site investigations, and remedial action plan.



## **II. Proposal Requirements**

### **A. Content and Organization**

To achieve a uniform review process and a degree of comparability, the proposals should be organized in the following order and contain all of the following information:

#### **1. Title Page**

Show the proposal title, the name of firm, address, telephone number(s), name of contact person, the date, and other relevant company information.

#### **2. Alignment with Strategy**

Please provide a narrative of the project that shows how it aligns with our community and economic development strategy to generate innovative ideas, cultivate ideas into businesses, and retain and attract smart and skilled people. The City supports projects that make our community more:

1. safe; projects that:
  - 1.1. rehabilitate buildings and/or build new structures using the latest codes
  - 1.2. remove attractive nuisances and other problem properties
  - 1.3. eliminate and/or reduce transportation hazards
  - 1.4. invest in neighborhoods with high complaint and/or police call volumes
2. healthy; projects that:
  - 2.1. remediate environmental contamination from the parcel and/or structures
  - 2.2. enhance the physical (soil, water, air) landscape
  - 2.3. include high-performance design elements, mechanical systems, and interior finishes
  - 2.4. encourage human-powered movement
3. connected; projects that:
  - 3.1. interact positively with adjacent properties, the neighborhood, and community
  - 3.2. strengthen and/or expand public water, sewer, stormwater, and other utility infrastructure
  - 3.3. strengthen and/or expand pedestrian, bicycle, and transit transportation networks
  - 3.4. create and/or enhance public spaces and amenities
4. loved; projects that:
  - 4.1. remove blighted and neglected structures
  - 4.2. expand our range of residential and commercial real estate products
  - 4.3. be designed and built to last
  - 4.4. provide options for converting project to alternative uses

#### **3. Design and Use**

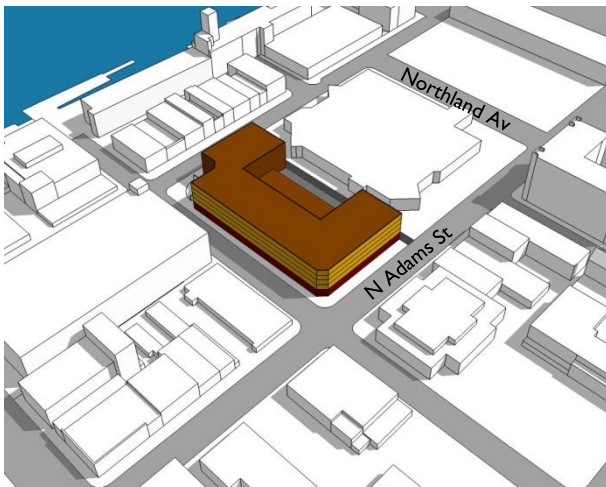
Describe the project and provide a scope of work. Include a preliminary site plan with the proposed building footprint, parking, and circulation. Also submit massing diagrams or elevations showing how the proposed development relates to the surrounding blocks.

Discuss the occupancy of the completed project. Provide a detailed explanation of the end user(s) for this property. Offer an idea of the target market for the proposed concept and how the property will be marketed. The Developer should provide a timeline for tenancy and include any challenges that may be perceived.

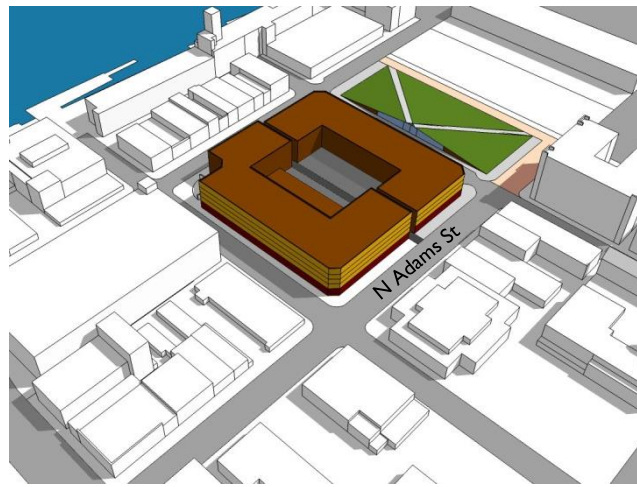
**Long-Range Planning.** This site is highlighted in [Downtown district plans](#) adopted by the City (see Appendix). The plan recommendations for this site are to house a mixed-use development, with long-term plans for the extension of Pine Street and the addition of a public park on parcels to the north. Scoring for “Form” will be based on consideration of the effects on current neighboring properties as well as the long-term vision for Downtown. The Downtown plan is specific about certain elements that may have changed with market changes.



The images below demonstrate concepts for long-term development phases on and around the site.



1: Development on Adams St lot with 2-story Baylake City Center remaining



2: Future developments on blocks north of current site: mixed-use development and town square

**Form.** The building must be designed to comply with Downtown Two (2) zoning requirements and complement the established Downtown character:

Architectural Character	Sensitivity to context. Identifiable and distinct.
Articulation	Emphasis on building corners at intersections. Buildings greater than thirty (30) feet wide are divided into smaller increments through variations in materials or through architectural elements.
Alignment	May have slight variations to the zero (0) foot setback to enhance building entrances or streetscape elements; i.e. outdoor café seating, entrances. First story is distinct from upper stories, through change in building materials or textures or through sign bands, awnings, arcades, etc.
Building Materials	Brick and stone; other material for accent features only. Rear façade may have concrete masonry units with color treatment.
Color	Reflect the existing and desired context
Fenestration	Minimum of fifty percent (50%) of the first story (street-facing) façade is transparent. Upper story windows: punched openings, reflective glass discouraged.
Modulation	No blank facades. Variation in treatments. Pedestrian scale. Modulation rhythm through setbacks, façade widths, heights, colors, materials, and architectural features
Height	Minimum height is four (4) stories.

Higher points will also be attainable for the demonstration of sustainable, cost-saving design and construction.

**Parking.** The project must provide sufficient parking to comply with the relevant requirements of City Code 13-1700. The project must also provide ~~one hundred (100)~~ one hundred twenty-one (121) spaces of public parking . This may be achieved through underground parking or an above-ground parking structure that is incorporated into the design of the building.

**Public Art.** One percent (1%) of the overall project budget shall be dedicated toward public art in the City. This may be through incorporating new art on the project site, through donation to the Green Bay Public Arts Commission, or a combination.

#### **4. Investment**

Provide an analysis of any expected increase in tax base generated by this project. Discuss project costs, including acquisition cost. The value of the property is estimated to be \$759,480.00. Proposals should identify planned sources of financing for the project. Attach any proof of funding sources; i.e. loan approvals, financial statements, letters of credit etc.

#### **5. Capacity and Experience**

Provide a timetable for construction, including start and completion dates, as well as a final goal for attaining occupancy of the property. Briefly discuss other projects (if any) that may limit the Developer's ability to complete this project in a timely manner.

Explain the Developer's qualifications and related experience in development. Provide résumés of project team members, any examples of previous projects that may relate to this type of development, and a list of contractors/ subcontractors to be used for this project.

### **B. Submittal Requirements**

Proposals must be received by the RDA by Friday, August 24, 2018, no later than 4:00 p.m. CDT

Please send proposals to:

City of Green Bay  
Department of Community & Economic Development  
Attn: Ken Rovinski  
100 N Jefferson St, Room 608  
Green Bay, WI 54301

**OR** Email to: [kennethro@greenbaywi.gov](mailto:kennethro@greenbaywi.gov)

The staff recommendation will be presented to RDA on September 11, 2018, at 1:30 p.m. CDT in Room 604 of City Hall.

### **III. Selection Process and Criteria**

#### **A. Selection Criteria**

City staff will review and score proposals according to the following criteria:

Grading Scale

4	3	2	1	0
A	B	C	D	F

FACTOR	MAXIMUM POINTS
<b>ALIGNMENT WITH STRATEGY</b>	<b>16</b>
makes the City healthier	(4)
makes the City safer	(4)
makes the City more connected	(4)
makes the City more loved	(4)
<b>DESIGN AND USE</b>	<b>24</b>
overall form and character	(4)
density and intensity of structure	(4)
quality of use types	(4)
mix of use types	(4)
integration of public parking	(4)
integration of public art	(4)
<b>INVESTMENT</b>	<b>24</b>
scope of work	(4)
estimated property value at completion	(4)
estimated hard construction costs	(4)
total cash offer for all parcels	(4)
amount of requested public funding	(4)
proposed sources of financing	(4)
<b>CAPACITY AND EXPERIENCE</b>	<b>16</b>
project team qualifications	(4)
proposed time to complete	(4)
proposed time to attain occupancy	(4)
demonstrated success on similar projects	(4)
<b>TOTAL POSSIBLE POINTS</b>	<b>80</b>

### **B. Questions and Comments**

All questions shall be submitted in written form to the contact information provided below by Monday, August 6, 2018. Answers will then be provided, via the City website ([www.greenbaywi.gov](http://www.greenbaywi.gov)), as a part of an addendum to this RFP.

Mail to: City of Green Bay  
 Department of Community & Economic Development  
 Attn: Ken Rovinski  
 100 N Jefferson St, Room 608  
 Green Bay, WI 54301  
 OR

Email to: [kennethro@greenbaywi.gov](mailto:kennethro@greenbaywi.gov)

### **C. Selection Process**

The developer selection process will involve the following primary steps:

1. *Proposal review*
2. *Staff Recommendation of selected developer*
3. *RDA approval of selected developer*
4. *Finalize / execute Development Agreement*

**D. Timeline**

- Questions due: Monday, August 6, 2018
- Addendum posted: Thursday, August 9, 2018
- Proposals due: Friday, August 24, 2018 by 4:00 p.m.
- RDA selection: Tuesday, September 11, 2018 at 1:30 p.m.

**E. Rules Governing Competitive Evaluation**

**1. Examination of Request for Proposals**

Applicants should carefully examine the entire RFP, any addenda, and all related materials and data referenced in the RFP. Applicants should become fully aware of the nature of the work and the conditions while performing the work.

**2. Contract Negotiations**

The highest-ranked Developer will enter into negotiations with the RDA. If an agreement cannot be met, the RDA will notify the Developer and stop negotiations. Then the second highest Developer will enter into negotiations. This process may continue until a successful negotiation(s) occurs. The RDA reserves the right to cease any negotiations with any Developer should it be in the RDA's best interest.

**3. Completeness, Addenda, Rejection, Cancellation, Preparation Cost**

This Request for Proposals (RFP) has been prepared by the RDA and does not purport to be all-inclusive or to contain all of the information a prospective purchaser or developer may desire. No legal liability is assumed or shall be implied with respect to the accuracy or completeness of this RFP.

The RDA reserves the right to revise any part of this RFP by issuing an addendum at any time prior to the submittal deadline. The RDA reserves the right to accept or reject, in whole or part, all proposals submitted and/or to cancel this announcement if any such action is determined to be in the RDA's or the City's best interest. All materials submitted in response to this RFP become the property of the RDA.

The RDA will not be responsible for costs associated with preparing proposals. By submitting a proposal, each Developer agrees to be bound in this respect and waives all claims regarding such costs and fees.

## IV. Appendix

### *Downtown Core Enhancements*

The downtown core enhancements project envisions a new signature public green space occupying a full city block and located between Washington and Adams Street just south of the new Schreiber Foods office building (see Figure 7: Pine Street Extension- Town Square). The location of this square in the core of downtown creates the potential for the square to be activated on all four sides by varying uses, including a new mixed-use anchor building. This follows a number of best practices for successful public spaces, creating activity throughout the day and evening by different user groups and for different purposes.

The northern edge of the square is bounded by the new Schreiber Foods office building and this façade acts as the “front door” to this important community business and asset. An extension of CityDeck Court to the east creates a vehicular access drive to this front door and new angled parking spaces along the square create the opportunity for short term parking for visitors and clients of Schreiber Foods. This business edge would activate the square during weekdays; on mornings as employees arrive to work, during lunch hours, and on evenings after work. The square provides an ideal venue for Schreiber and other downtown employees to enjoy an active, urban environment and would either replace or expand the planned green that Schreiber began to construct in 2013.

The eastern edge of the square is bounded by the Hotel Northland. This historic hotel has been targeted for reinvestment and renovation and the square creates a strong amenity, bringing value to that property. Currently views from upper floors of the hotel look out over the roof of the Baylake Bank building. For out-of-town visitors, this is a less than ideal view of what Green Bay’s downtown has to offer. The square will create a scenic and memorable space not only for hotel guests to view but also to use, particularly on evenings and weekends when hotels are typically most active.

The western edge of the square is bounded by Washington Street and many first floor commercial uses, most notably the Children’s Museum. These uses will activate the square during weekdays and even more so on weekends. As families visit the Children’s Museum it is important to offer other nearby activities that invite them to stay downtown, explore what other things Green Bay’s downtown has to offer, and perhaps to make a day out of the museum visit. Additionally, the square could incorporate additional outdoor learning activities or public art to complement the Children’s Museum.

The southern edge of the square is created by extending Pine Street west to Washington Street. Pine Street has been identified as an important corridor that connects Whitney Park and the Navarino neighborhood to the east with the downtown core and amenities such as the Library. Currently Pine Street ends at Adams Street and is cut off from the Fox River by the Baylake Bank building, which is the last remaining remnant of the downtown mall. The Pine Street Square project would extend Pine Street all the way to the CityDeck and reinforce the importance of this corridor which connects so many important downtown amenities. Additionally, new angled on-street parking spaces could be created to provide short-term parking options for nearby retailers and to create a more pedestrian-friendly streetscape.

Extending Pine Street also creates a new development block to the south. This new city block becomes highly valuable with its proximity to the Cherry Street parking ramp, CityDeck and the new town square (see Figure 8: Town Square Perspective). Development on this block is envisioned as a 7-story mixed-use building that incorporates a 720 space in-structure parking ramp. Up to 33,000 square feet of first floor retail would line Pine and Washington Streets and incorporate storefront windows and street trees, reinforcing the pedestrian character of these two important streets. Upper floors would be occupied by up to 150,000 square feet of office space.



Concept Data	
<b>A</b>	<b>NEW MIXED-USE DEVELOPMENT</b> - Seven-story, mixed use building with retail on the first floor, in-structure parking ramp, and upper story office space.
<b>B</b>	<b>PINE STREET EXTENSION</b> - Pine Street extended to Washington Street with angled, on-street parking on one side and specialty paving.
<b>C</b>	<b>NEW PUBLIC PLAZA / GREENSPACE</b> - Public plaza / greenspace with amenities
<b>D</b>	<b>MIXED-USE COMMERCIAL/OFFICE</b>



The extension of Pine Street will be retail and pedestrian oriented, activating the new public greenspace.

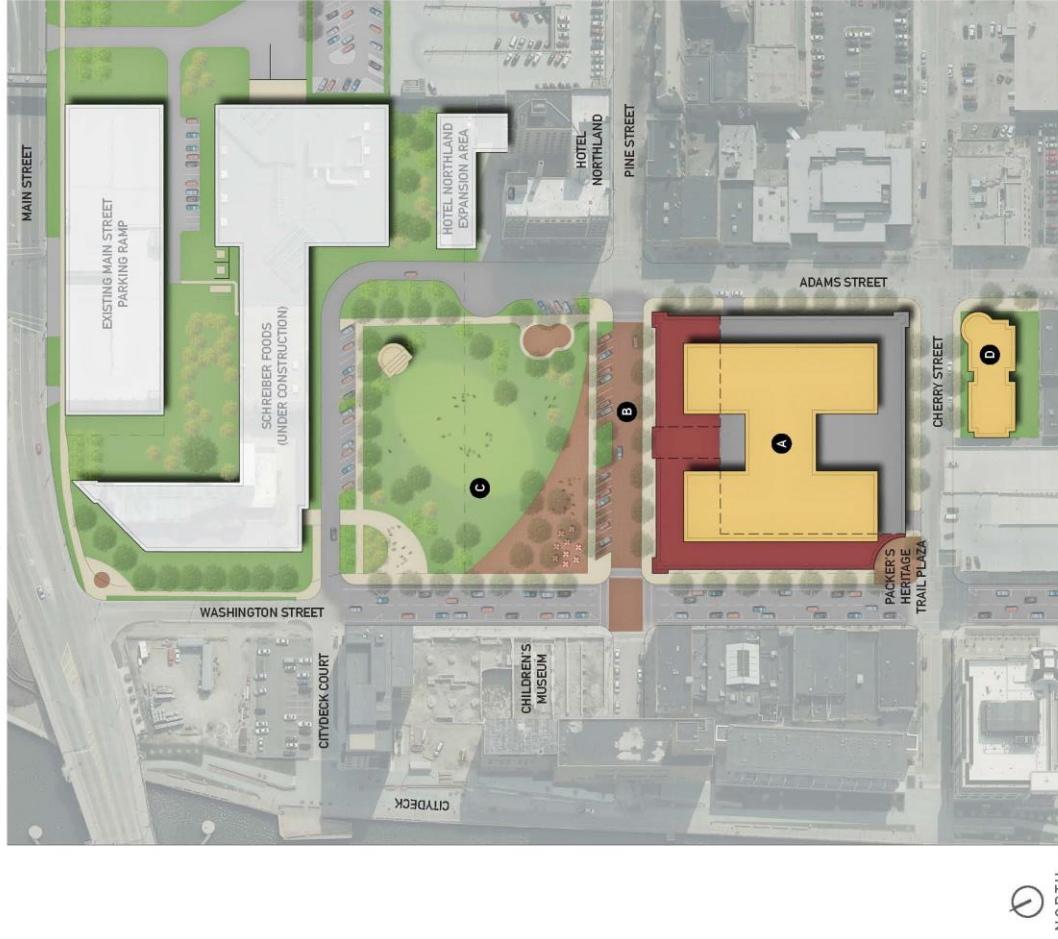


Figure 7: Pine Street Extension - Town Square





Figure 8: Town Square Perspective (looking southwest from North Washington Street and City Deck Court)